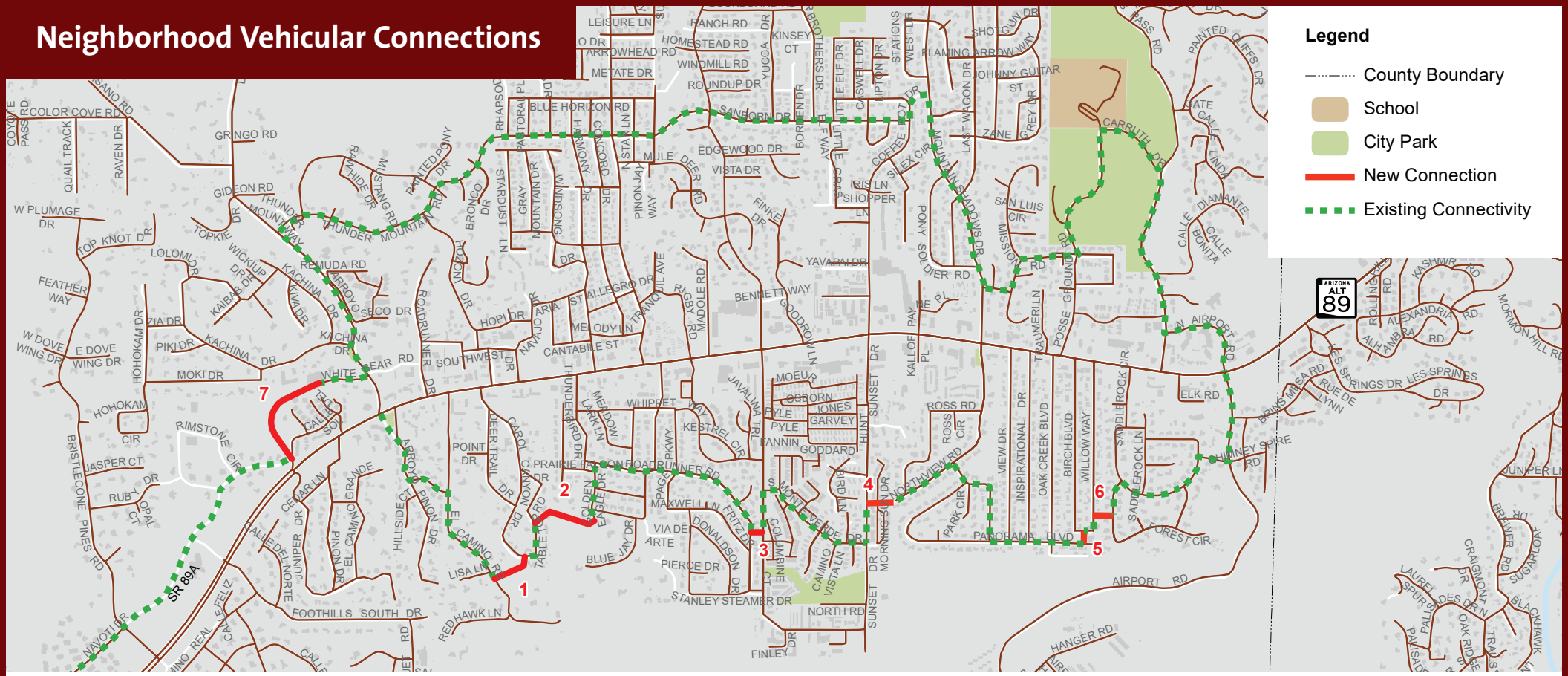
This document contains 14 potential strategies proposed as part of the Transportation Master Plan to improve traffic congestion and overall connectivity for vehicles, transit, bicyclists, and pedestrians in our community. Things to keep in mind:

1. Based on public input and recommendations from the consultant hired to complete the Transportation Master Plan, these solutions are only conceptual and are works in progress. We encourage you to think about the concepts in general terms as details may change.

2. Some of the solutions could be implemented in the near-term. Others could take up to 10-years or more to implement.

3. For each solution, you will see a project description, estimated cost, anticipated benefits and tradeoffs.

Neighborhood Vehicular Connections



PROJECT DESCRIPTION:

- Set of new neighborhood vehicular connections meant to accommodate local residents, keeping short trips off SR 89A.
- Examples are shown on the map (other connections could be identified).

BENEFITS:

- Gives residents alternatives.
- Reduces number of trips on SR 89A.
- Promotes safety.

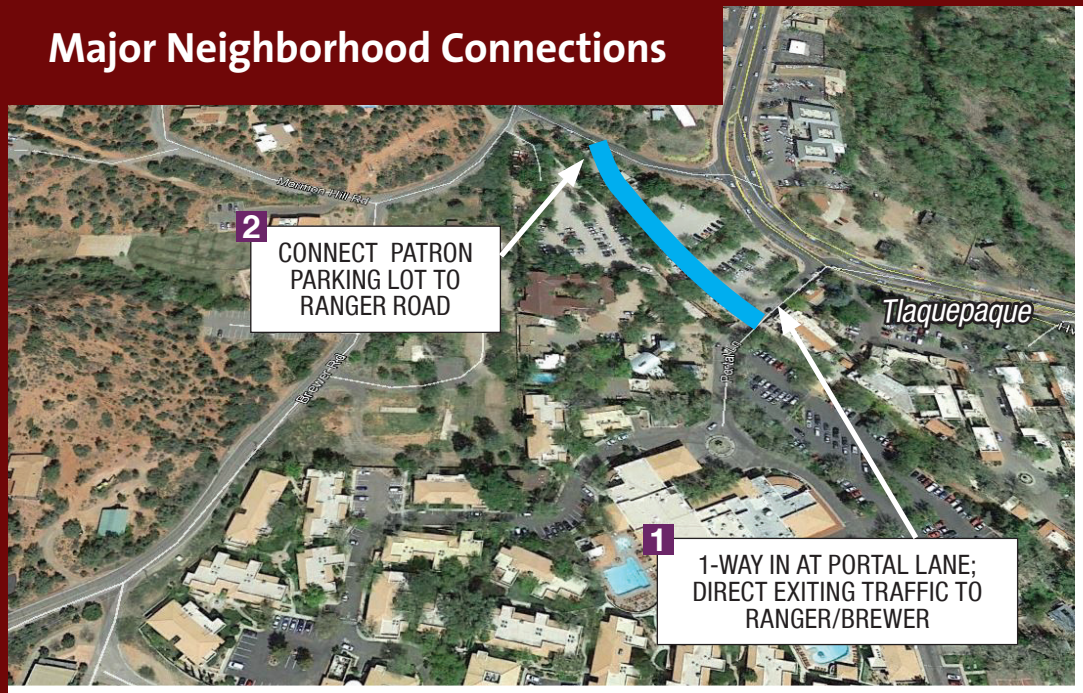
COSTS:

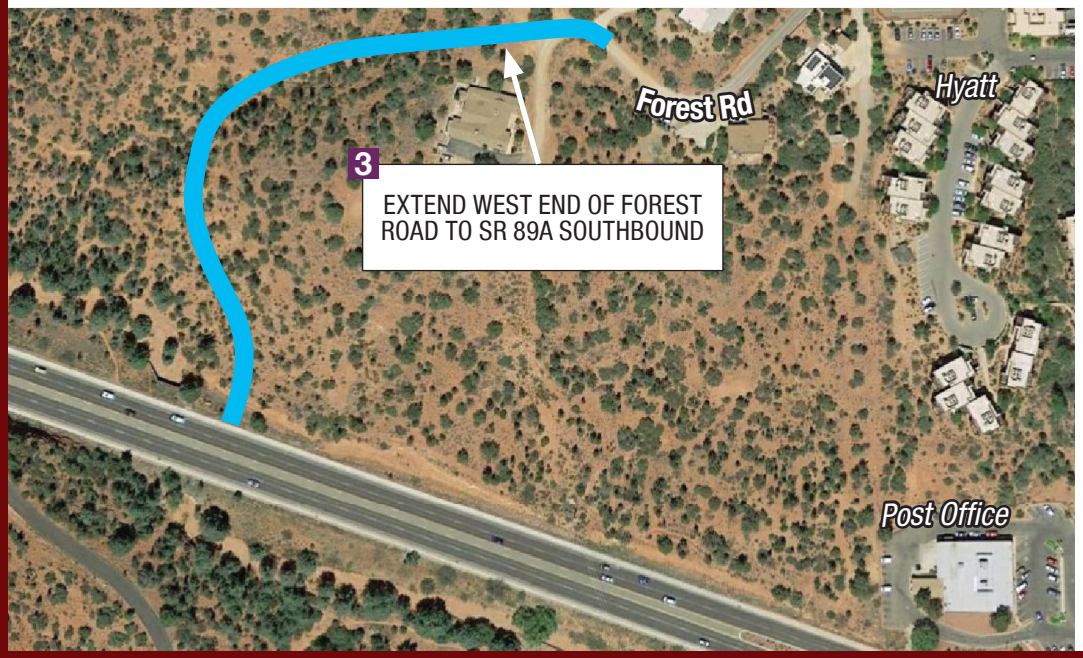
- Estimated cost for the 7 connections shown is $2.8M.

TRADEOFFS:

- Potential for minor increased traffic through neighborhood segments.
- Potentially requires property acquisition.

Major Neighborhood Connections





PROJECT DESCRIPTION:

1. Make Portal Lane one-way in to Tlaquepaque / Los Abrigados area.
2. Connect Tlaquepaque parking lot to Ranger Road / Brewer Road for exiting vehicles.
3. Extend west end of Forest Road to connect to Southbound SR 89A.

BENEFITS:

- Brewer/Ranger connection diverts vehicles that would be making a U-turn movement at the Schnebly Hill roundabout, reducing SR 179 congestion.
- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 33 minutes.
- Brewer/Ranger connection is a relatively low cost improvement
- Brewer/Ranger connection creates a more convenient route for northbound and westbound SR179 travelers, with minimal impact to southbound SR179 travelers.
- Forest Road connection allows Uptown residents and emergency responders to avoid congestion in Uptown and at the "Y".

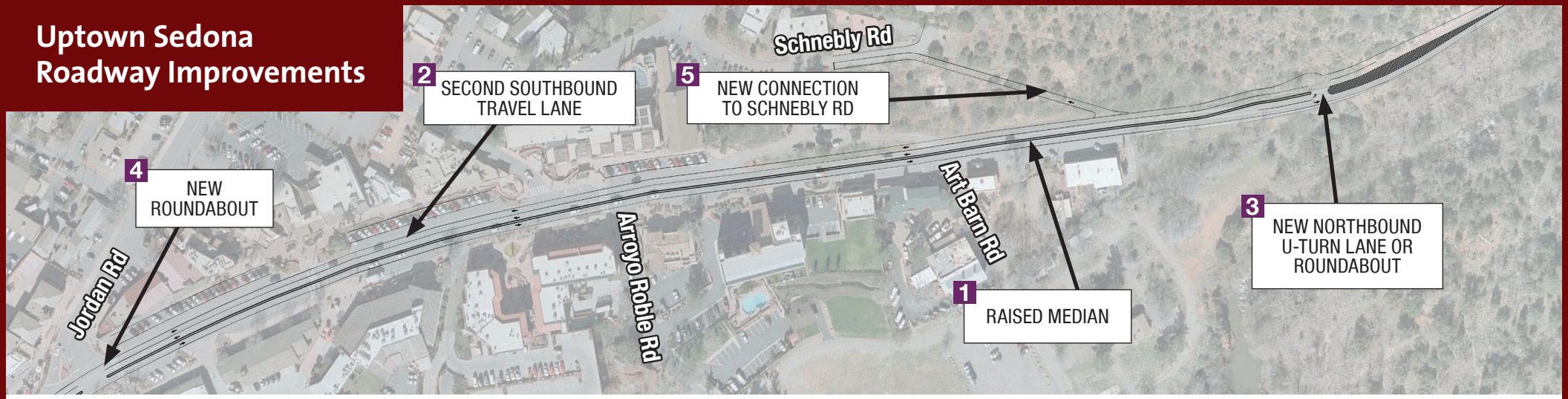
COSTS:

- Total estimated cost for Brewer/Ranger connection is $500K.
- Total estimated cost for Forest connection is $1.3M.

TRADEOFFS:

- Forest Road connection requires property acquisition.
- Potential for increased traffic in Forest Road neighborhoods.
- Impacts to private property.
- Visual and aesthetic impacts.

Uptown Sedona Roadway Improvements



PROJECT DESCRIPTION:

1. Construct a raised median with decorative fence to direct pedestrians to controlled crossings.
2. Construct an additional southbound travel lane on SR 89A through Uptown.
3. Construct a turnaround or roundabout at the north end (e.g. at Art Barn).
4. Construct a roundabout at the south end (Jordan Road) of Uptown on SR 89A.
5. Create one-way access from 89A to free parking via Schnebly Road (NOT Schnebly *Hill* Road, see #5 on map above).

BENEFITS:

- With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 42 minutes, to 15 minutes.
- Raised median reduces turning movement conflicts and uncontrolled pedestrian crossings.
- Roundabouts facilitate U-turns and serve to keep vehicles consistently moving at safe speeds.

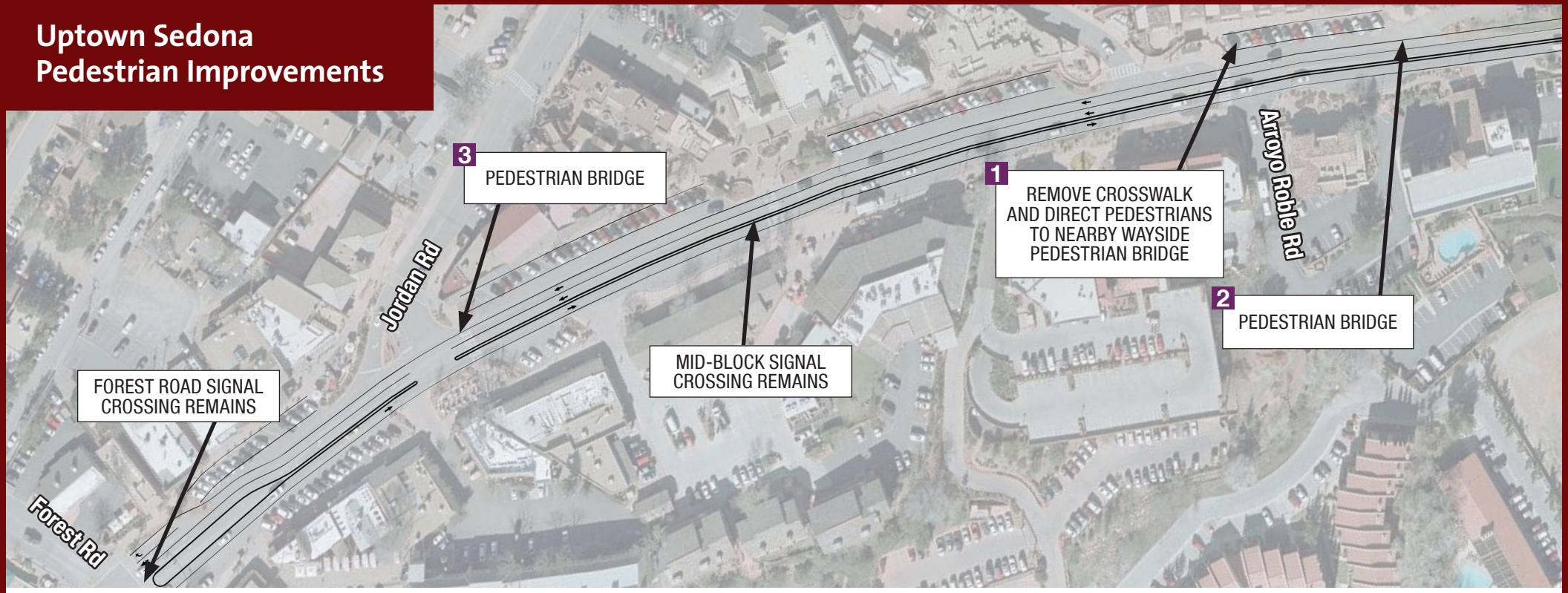
COSTS:

- Total estimated cost is $3.6M.

TRADEOFFS:

- Lengthy disruption from construction.
- Possible loss of some landscape area, seating and sidewalk at Jordan Road to expand roadway.
- Expands two lanes of traffic to three, impacting pedestrian crossings and overall character in Uptown.
- Possible added traffic near Schnebly Road.

Uptown Sedona Pedestrian Improvements



PROJECT DESCRIPTION:

1. Remove crosswalk at Arroyo Roble and direct pedestrians to Wayside bridge crossing.
2. Construct a pedestrian bridge over 89A at Wayside Chapel.
3. Construct a pedestrian bridge over 89A at Jordan Road.

BENEFITS:

- With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 42 minutes, to 19 minutes.
- Improved pedestrian safety.

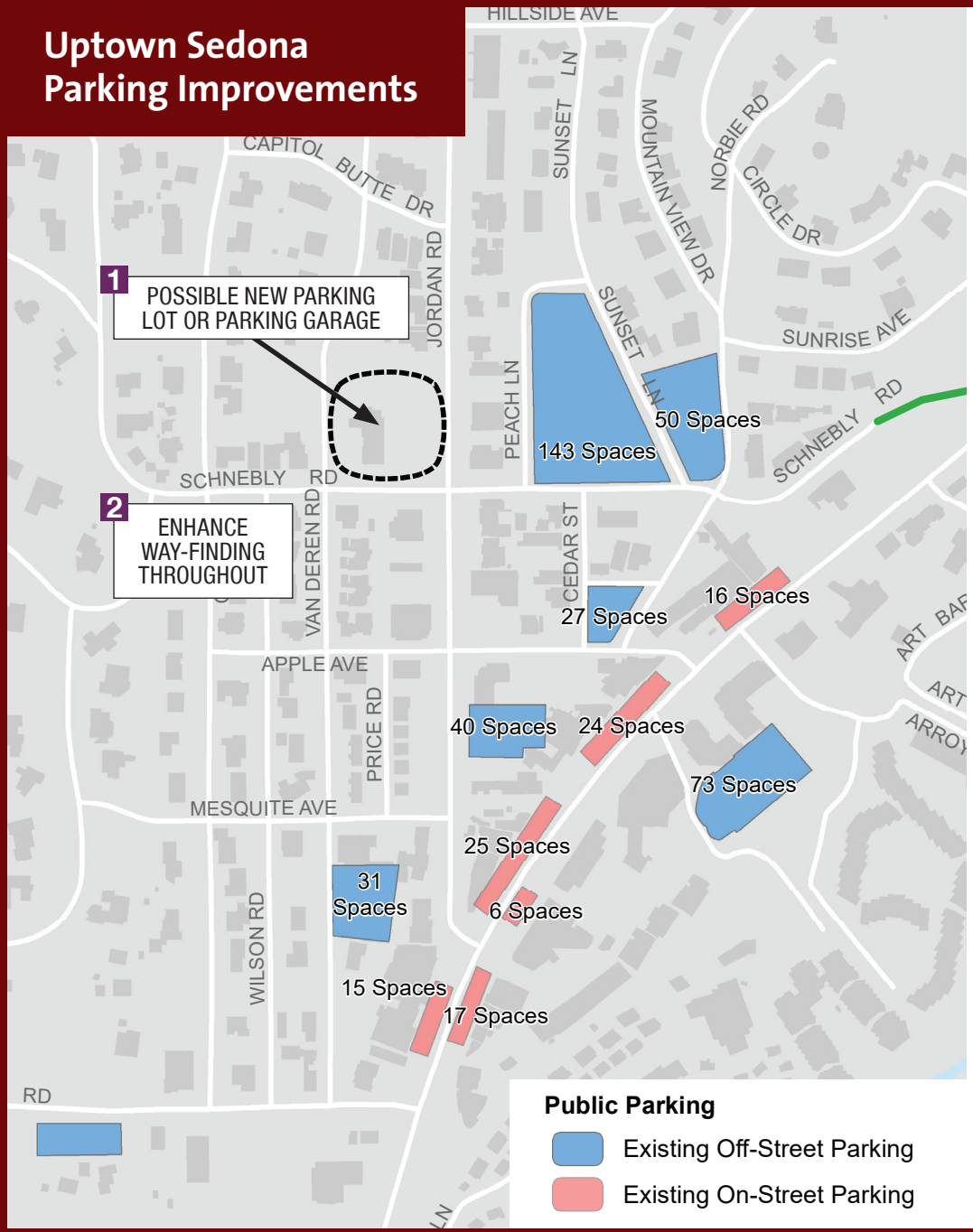
COSTS:

- Total estimated cost is $6 M.

TRADEOFFS:

- Less convenient for pedestrians.
- Possible impact to views.
- Requires elevators for ADA accessibility.
- Pedestrian bridges will occupy portions of existing sidewalk and landscaped area.

Uptown Sedona Parking Improvements



PROJECT DESCRIPTION:

1. Expand parking areas either through additional parking lots, on-street parking, or a new parking garage.
2. Enhance signs that provide directions to city parking lots.

BENEFITS:

- Less congestion related to searching for parking.

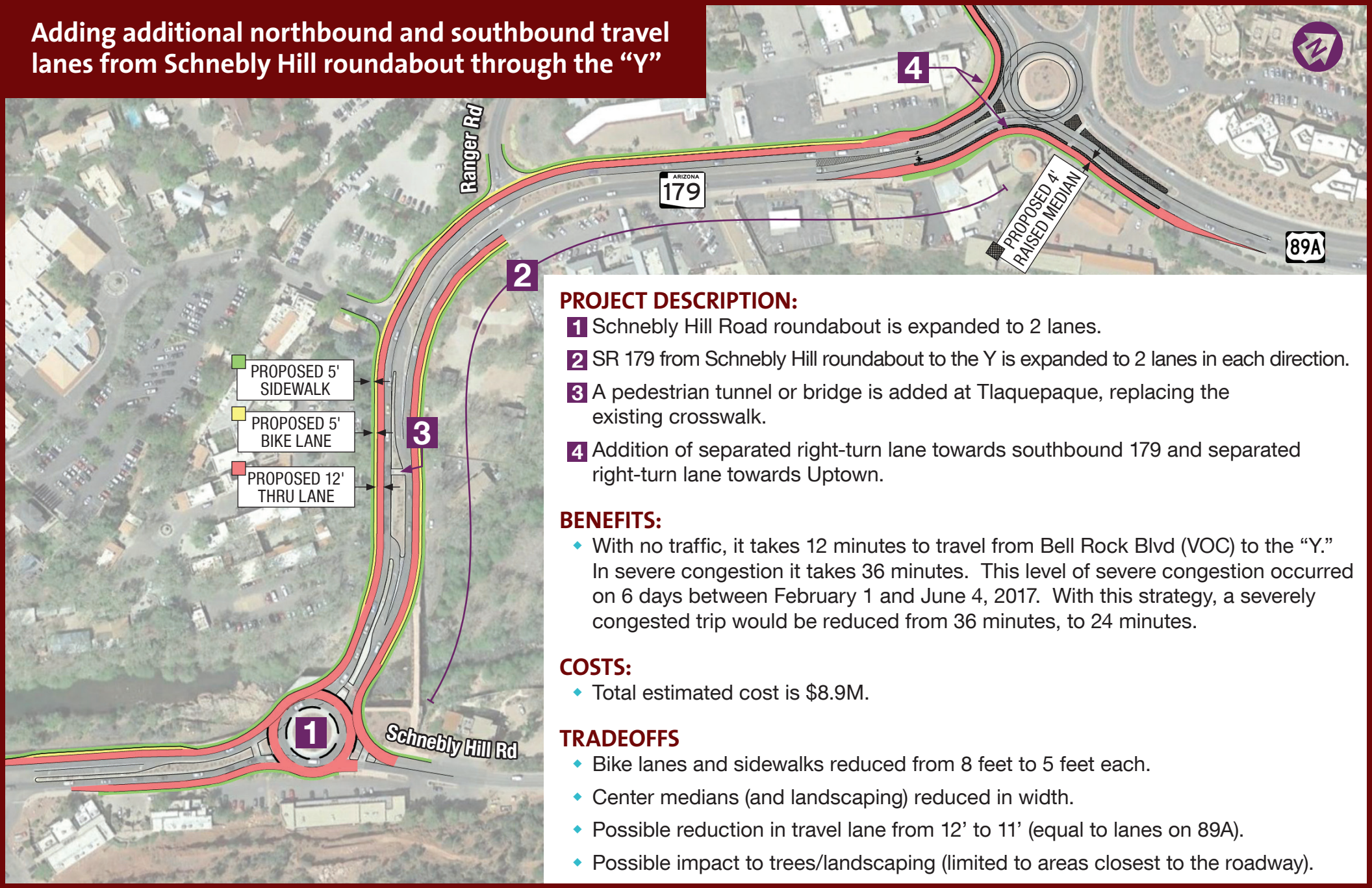
COSTS:

- A new parking structure would cost between $5M and $15M depending on the size and design.

TRADEOFFS:

- Parking structure could impact views.
- Additional parking in Uptown brings more vehicles and traffic into the Uptown area.

Adding additional northbound and southbound travel lanes from Schnebly Hill roundabout through the "Y"



PROJECT DESCRIPTION:

1. Schnebly Hill Road roundabout is expanded to 2 lanes.
2. SR 179 from Schnebly Hill roundabout to the Y is expanded to 2 lanes in each direction.
3. A pedestrian tunnel or bridge is added at Tlaquepaque, replacing the existing crosswalk.
4. Addition of separated right-turn lane towards southbound 179 and separated right-turn lane towards Uptown.

BENEFITS:

- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 24 minutes.

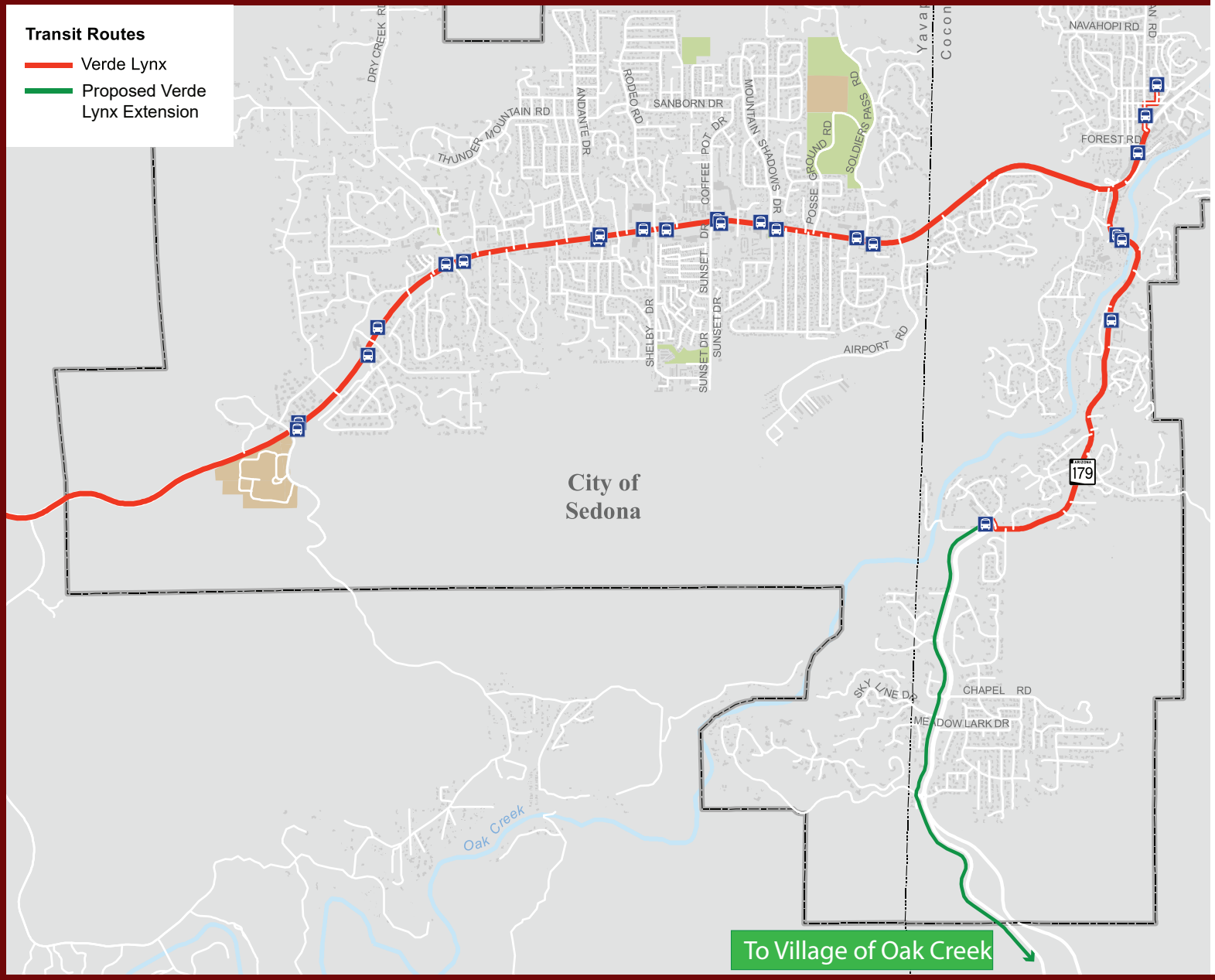
COSTS:

- Total estimated cost is $8.9M.

TRADEOFFS

- Bike lanes and sidewalks reduced from 8 feet to 5 feet each.
- Center medians (and landscaping) reduced in width.
- Possible reduction in travel lane from 12' to 11' (equal to lanes on 89A).
- Possible impact to trees/landscaping (limited to areas closest to the roadway).

Enhanced Transit Service – Commuter/Resident Focused



PROJECT DESCRIPTION:

- Extend Verde Lynx bus service to Village of Oak Creek
- Bus would run hours similar to current Verde Lynx: Monday – Saturday, 6:00 am - 7:15 pm, with the potential to expand.

BENEFITS:

- Extended Verde Lynx service will connect Sedona to Village of Oak Creek, benefiting residents, commuting employees, and visitors.
- Reduces vehicle emissions.

COSTS:

- Capital Costs = $140,000 (1 new bus).
- Operating Costs = $329,420 / yr. Costs would be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

TRADEOFFS:

- Ongoing operational expenses to operate the service.
- Multi-jurisdictional coordination necessary.
- May take time for ridership to expand.

Enhanced Transit Service – Tourism Focused

PROJECT DESCRIPTION:

- Implement a tourist-focused bus shuttle system from Village of Oak Creek to Slide Rock State Park.
- Buses would run every 15 to 20 minutes, 8 am to 8 pm, between March and October.
- Park-and-Ride lot near Red Rock Ranger Station; additional stops and pick-up points along SR 179 and SR 89A.

BENEFITS:

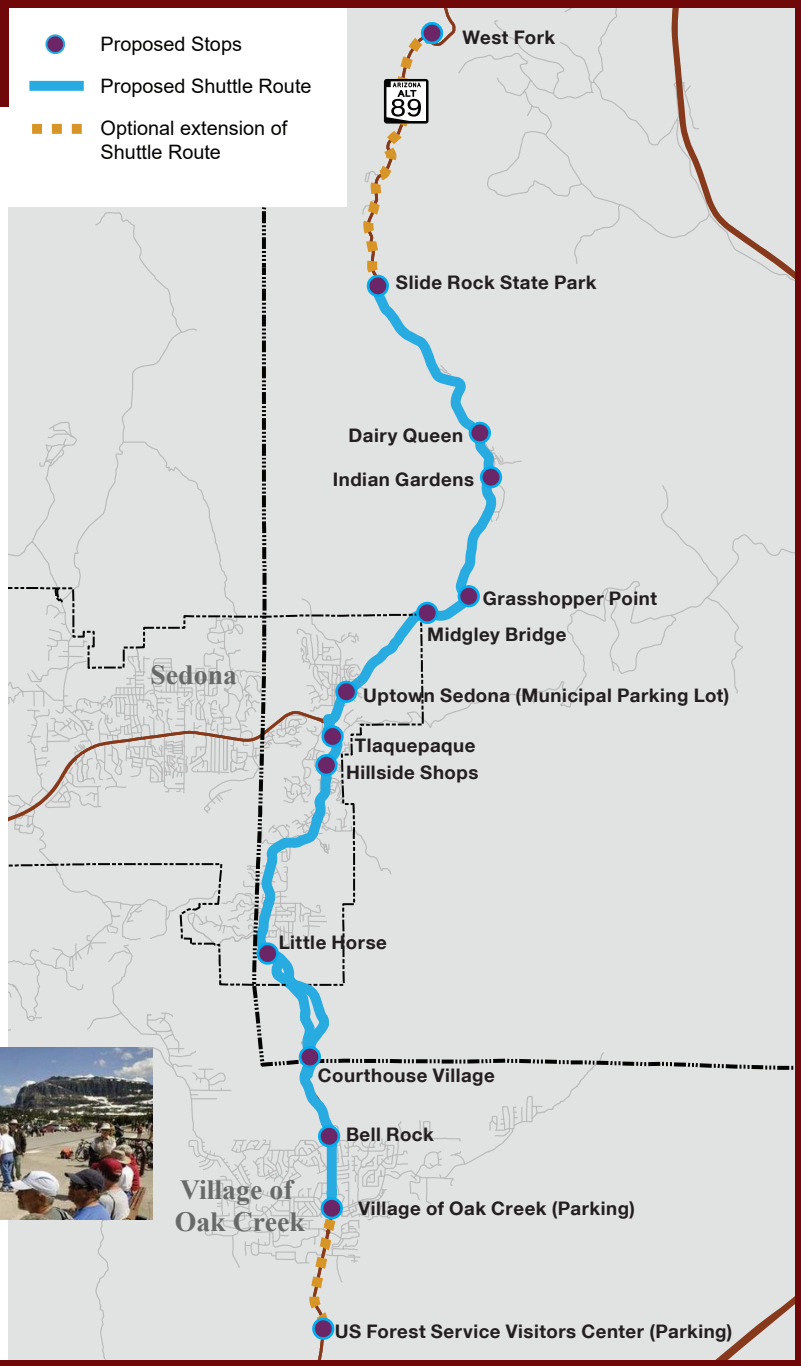
- Reduced vehicles entering Oak Creek Canyon from Sedona, reducing congestion. High usage could result in 2,000 to 3,000 fewer vehicles in Oak Creek Canyon on an average day in peak season.
- With no traffic, it takes 7 minutes to travel from the Trout Farm to the "Y". In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With the this strategy, a severely congested trip would be reduced from 42 minutes, to 36 minutes.
- Also, with no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 24 minutes.
- Reduced Vehicle Emissions.

COSTS:

- Capital Costs = $2.4 M (8 new buses and park-and-ride lot improvements).
- Operating Costs = $460,000 / yr. Costs may be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

TRADEOFFS:

- Ongoing operational expenses to operate the service.
- Multi-jurisdictional coordination necessary.
- Need to create strong incentives for utilization.
- Seasonality of operations/ demand periods.



Neighborhood Vehicles – Tourism Focused

PROJECT DESCRIPTION:

- Neighborhood vehicle flexible service supplements the Verde Lynx or Oak Creek Canyon Shuttle.
- Rides are provided “on-demand” and are requested utilizing a smart-phone application.
- Vehicles could be electric, gas, or alternative fuel.

BENEFITS:

- Reduces parking demands, including at busy and crowded trail-heads.
- On-demand service is flexible, able to transport passengers to wherever they desire to go.
- Promotes a “park once” strategy for shopping, dining, recreating and sightseeing.
- Reduced vehicle emissions.

COSTS:

- Capital Costs = $340,000 (10 vehicles).
- Operating Costs = $300,000 - $600,000 / yr., depending upon number of vehicles, hours of service, and months per year.
- Costs could be reduced if volunteer drivers can be utilized.
- Costs could also be reduced by advertising revenue.

TRADEOFFS:

- Ongoing operational expenses.
- Seasonality of operations/demand periods.
- Service area of electric vehicles would be limited; gas engine vehi-cle would have a larger service area.

SR 89 A/West Sedona Access Improvements

1 STARBUCK'S **BEFORE** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS TO SR 89A

1 STARBUCK'S, **AFTER** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS REMOVED, ACCESS IS OFF OF SIDE STREETS AND FROM ADJACENT BUSINESSES

PROJECT DESCRIPTION:

1. Eliminate or consolidate redundant driveway access points.
2. Construct a raised median to control certain left turn movements to and from SR 89A.

BENEFITS:

- Raised median: Improves traffic flow and efficiency by 10%, and reduces crashes by 50%.
- May prevent the need for widening at a later date.
- Improves pedestrian and bicyclist safety and aesthetics.

COSTS:

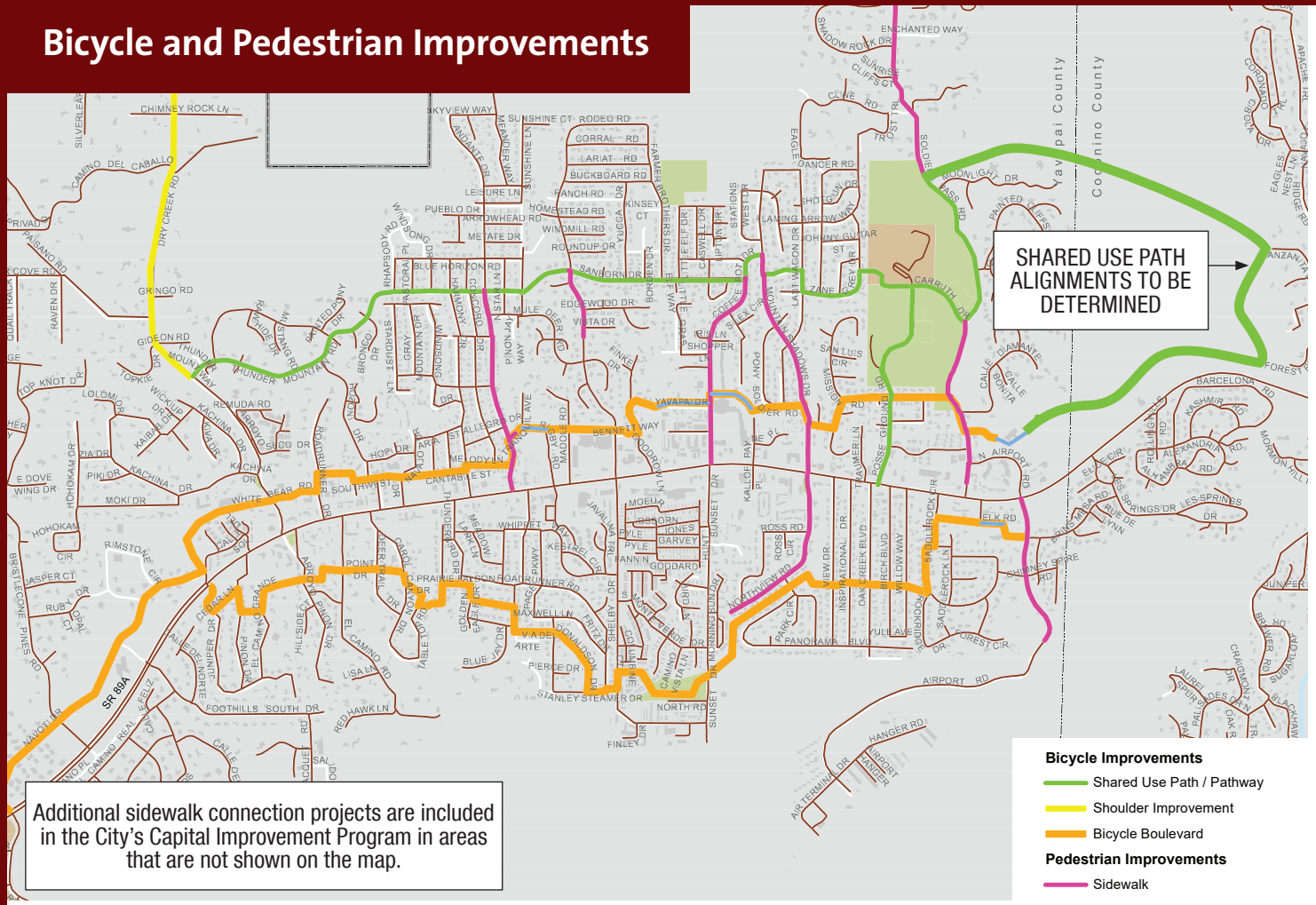
- Raised median: 2 miles from Airport Road to Dry Creek Road would cost $1.5M to $2M.
- Driveway: $3,000 - $5,000 per driveway location as part of a larger city project

TRADEOFFS:

- A raised median may be less convenient to make turns to and from SR 89A at some locations.
- Interruption from construction.

2 EXAMPLE OF RAISED MEDIAN

Bicycle and Pedestrian Improvements



PROJECT DESCRIPTION:

- Shared use path from Uptown to West Sedona.
- Wide paved shoulders on Dry Creek Road.
- Bicycle boulevard parallel both north and south of 89A using existing streets and some new connecting pathways.
- Various sidewalk connections.

BENEFITS:

- Replacing car trips with bicycle and pedestrian trips can reduce local congestion, especially during peak season.
- Improved comfort and safety for bicyclists and pedestrians.
- Connects neighborhoods to each other.
- Provides a recreational opportunity.

COSTS:

- Shared use path and bike boulevard connections: $1.2M /mile.
- Sidewalk costs: $800,000 per mile.

TRADEOFFS:

- Possibly requires property acquisition or expanded use of existing easements.
- Coordination with US. Forest Service for shared use path.
- Some neighborhoods may not want increased bicycle and pedestrian traffic.

Traveler Information

SIGNAGE OPTION

EXAMPLE SOUTHBOUND MESSAGE

SEDONA
60 MIN DELAY IN
OAK CREEK CANYON

EXAMPLE NORTHBOUND MESSAGE

SEDONA
VIA SR 179:
90 MIN
VIA SR 260 / SR 89A:
47 MIN

PROJECT DESCRIPTION:

- Electronic message signs on I-17 at Camp Verde and at 89A south of Flagstaff display travel time information to Sedona.

BENEFITS:

- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 26 minutes.
- Keeping drivers informed of real travel time information enables them to make informed decisions regarding alternative routes.

COSTS:

- Design and construction cost = $100,000.

TRADEOFFS:

- Coordination required between ADOT, City of Sedona.
- Concern from businesses about diverting traffic.
- Would modestly increase congestion on SR 89A in West Sedona because of traffic diverted through Cottonwood.

Other Jurisdiction Project: Red Rock Crossing

PROJECT DESCRIPTION:

- Construct new bridge or crossing of Oak Creek and roadway improvements; possible location is at end of Verde Valley School Road to connect to Red Rock Crossing Road.
- Provides alternative route between Village of Oak Creek and West Sedona.

BENEFITS:

- Primary benefit of Red Rock Crossing is to connect Village of Oak Creek to Sedona, during peak hour when SR 179 is congested.
- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this improvement, a severely congested trip would be reduced from 36 minutes, to 29 minutes.
- Provides alternative route for emergency response between Village of Oak Creek and Sedona.

COSTS:

- Design and construction cost = $10M.

TRADEOFFS:

- Environmental and aesthetic impacts.
- Project is located outside city limits and requires Yavapai County to manage the project and be the primary funding agency.
- Given previous failed attempts to complete a crossing, it will be difficult to garner support.
- Coordination required between City of Sedona, Yavapai County and US Forest Service.
- Much higher cost with much less benefit compared to other projects.

Pave Schnebly Hill Road

PROJECT DESCRIPTION:

- Pave Schnebly Hill Road from Sedona to I-17.
- Will require drainage, slope stabilization, retaining walls, and construction blasting.

BENEFITS:

- Primary benefit of Schnebly Hill Road improvements is congestion relief of SR 89A in Oak Creek Canyon, during week-end and holiday afternoons.
- Would divert up to 2,125 vehicles per day from Oak Creek Canyon.

COSTS:

- Design and construction cost = $33M.

TRADEOFFS:

- Would add traffic volumes and increase congestion on SR 179 at Schnebly Hill Road Roundabout.
- Would require improvements to Schnebly Hill/SR 179 intersection.
- Environmental and aesthetic impacts.
- Coordination required between City of Sedona, Coconino County and US Forest Service.
- Much higher cost with much less benefit compared to other projects.